



Altria Group, Inc.
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Altria Group Sponsor Statement

Although Dan Flavin called his work “as plain and open and direct an art as you will ever find,” that apparent simplicity was the result of remarkable ingenuity. Starting with inexpensive materials, accessible to anyone, he envisioned new possibilities and created unimagined works of startling beauty and power. While some artists make you ask “Why?” and others compel you to wonder “How?” Dan Flavin also makes you say, “Wow.”

Altria Group greatly admires the innovative thinking and unbounded creativity embodied in this groundbreaking work. As we have seen in our sponsorship of cultural initiatives for nearly fifty years, the arts can inspire individuals and communities by offering new experiences and fresh perspectives. In this spirit, Altria Group is proud to sponsor the first comprehensive Dan Flavin retrospective as it brings this significant American artist to a broad national and international audience.

While universally recognized as a founder of Minimalism, Flavin shrugged off labels, preferring to let his art speak for itself. The Altria family of companies thanks Dia Art Foundation and the National Gallery of Art for allowing Flavin’s eloquent vision to be expressed through this landmark exhibition. We hope you will be inspired, as we have been, by this invitation into a world of color, space, and light.

At Altria Group, we believe the arts challenge us to explore new and diverse perspectives by inspiring dialogue and debate. We also believe that artists are among the most significant innovators of our time who help us to navigate an ever-changing world.

We applaud the dedication and vision of the many individuals who have worked to bring this exhibition to fruition. We hope that visitors to the exhibition will be as inspired by it as we are.

About Altria Group, Inc.

Altria Group is the parent company of Kraft Foods, Philip Morris International and Philip Morris USA. For nearly 50 years, Altria Group has provided sustained and wide-ranging support for the arts, as well as numerous programs that address important community needs. As part of this commitment to responsibility, Altria Group has awarded over \$210 million to arts organizations throughout the United States. Additional information about the arts and community-focused initiatives of Altria Group is available at www.altria.com/media_programs.